

2021 NEW ITEMS



2021 Innovation Calendar

February



March



April



May





2021 Innovation

BUBLY FLAVOR EXTENSION

Product Attributes:

Refreshing and crisp naturally flavored unsweetened sparkling water
No calories
No sweeteners
All smiles



Bubly Berry Pom 8pk



Bubly WPG 8pk





2021 Innovation

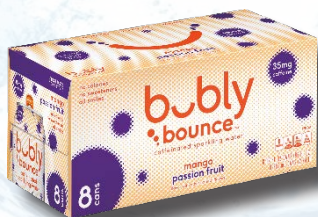
BUBLY BOUNCE

Product Attributes:

Refreshing and crisp naturally flavored unsweetened sparkling water (No calories, No sweeteners, All smiles)

Incremental “combo” fruit flavors

35mg caffeine/ 12oz



Bubly Bnc MgoPfrt 8pk



Bubly Bnc Trp Bry 8pk



Bubly Bnc Bld Org Grft 8pk



Bubly Bnc MgoPfrt 16oz



Bubly Bnc Trp Bry 16oz





2021 Innovation

GATORLYTE

Insights:

Gatorlyte concept delivered strong scores, with high potential. Rapid rehydration claim leans into the key benefit of the category.

Electrolit's buyer base is drawn to "rehydration benefits" from high electrolyte content, and Gatorlyte has a scientifically backed formula with higher electrolyte content than Electrolit. Launching in flavors that index highly with the Hispanic consumer.



Strawberry Kiwi 20oz



Orange 20oz



Cherry Lime 20oz



Citrus Swish 28oz



BOLT 24 FLAVOR EXTENSION

Product Attributes:

- 10g Collagen
- Electrolytes from Watermelon & Sea Salt
- No Artificial Sweeteners or flavors, No Added Colors
- 40 calories per 16.9oz bottle



Apple Pear 16.9oz



Peach Mango 16.9oz





2021 Innovation

Product Attributes

- 180mg Caffeine/16oz Can
- 5% Real Fruit Juice
- Antioxidants (Vitamins A & C)
- 0g Added Sugar
- Zinc for Immune Support
- Citicoline for a mental boost
- Low Calorie – 25 Calories per 16oz Can



Rise Pom Blu Brst



Rise Stw Mln Sprk



Rise Org Breeze



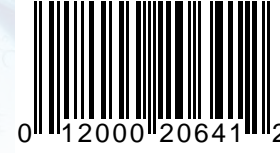
Rise Pch Mgo Dawn



Rise Trop Sunrise



Rise Bry Blitz





2021 Innovation

LIFEWTR

Product Attributes

- Zinc Helps Support Immune Function
- Good Source of Zinc (10% DV/12oz)
- Electrolytes for Taste
- Great Tasting & Hydrating



LifeWTR Immune Support 1Lt



0 12000 20562 0

Product Attributes

Zero Sugar
20 calories
240mg caffeine
B-vitamins
Taurine



LIME CUCUMBER



8 18094 00495 4



WTR MELON KIWI



8 18094 00497 8



MANGO GUAVA



8 18094 00499 2



2021 Innovation

PEPSI MANGO

Product Attributes

- Unique Ingredients: Mango Juice in Full Sugar Formula
- Caloric Content: Full Sugar Mango 150 cals per 12 oz (41g Sugar per 12oz)



Pepsi Mango 20oz



0 12000 18421 5



Pepsi Mango 4/6/16.9oz



0 12000 20605 4



Pepsi Mango 2/12/12oz



0 12000 18420 8



2021 Innovation

*FORMULATED TO DELIVER THE SAME FULL FLAVOR
& SWEETNESS OF REGULAR DR PEPPER*

DR PEPPER ZERO



2/12/12oz



0 78000 03526 1



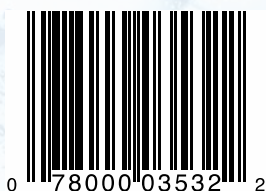
4/6/16.9oz



0 78000 03528 5



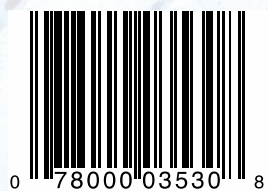
2 liter



0 78000 03532 2



20oz.



0 78000 03530 8



2/12/12oz



0 78000 03542 1



20oz.



0 78000 03544 5



2021 Innovation

100 days of Summer LTO's



Dew-S-A 12oz 12pk



0 12000 20125 7



Dew-S-A 16.9oz 6pk



0 12000 20543 9



Dew-S-A 20oz



0 12000 20127 1



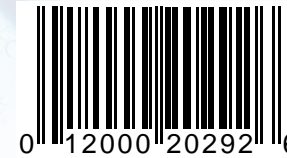
Pepsi Blue 16.9oz 6pk



0 12000 20589 7



Pepsi Blue 20oz



0 12000 20292 6



2021 Innovation

Lipton Jug conversion



Green Tea Citrus 64oz



Dt Green Tea Citrus 64oz



Peach 64oz



Sweet 64oz

